

Santa Clara University

**Scholar Commons**

---

Miller Center Fellowship

Miller Center for Social Entrepreneurship

---

2015

## Operation Asha: USAID Video Request for Proposal

Misja Ilcisin

Will Swanson

Follow this and additional works at: <https://scholarcommons.scu.edu/gsbf>

---

## USAID Procurement Packet Overview

### *Raising TB Awareness in Indigenous Populations Through Video*

**Summary:** Operation ASHA was awarded a grant from USAID to produce a series of animated videos aimed at raising TB awareness in Mondulkiri, an extremely rural province that has a large indigenous population. Operation ASHA is seeking bids from film studios in Cambodia to produce these videos. As part of the official contract bidding process we wrote the procurement packet which, among other items, included a draft of the video script, an overview key information for the videos, several best practices for targeting indigenous communities, and the evaluation criteria for bids. This packet has been sent to Operation ASHA headquarters in India for technical changes and will be used in the coming months for the official bidding process.

### **Procurement Packet Contents**

*Best Practices for Targeting Indigenous Communities:* This section was written after both field and in-house research on Mondulkiri and indigenous communities in several countries. We used our field visit to Mondulkiri and our meetings with film studios to arrive at a set of key techniques for targeting these rural communities. These techniques were described in the packet for bidding film studios to review and include as part of their proposals.

*Draft of Film Script:* The film studios we interviewed conveyed that it would be cost effective and efficient for Operation ASHA to include a draft of the film script in the procurement package. We wrote this draft using ideas from previous awareness campaigns by Operation ASHA and our knowledge of Mondulkiri to make the script easy to understand and persuasive. Our draft covered signs and symptoms of TB, the diagnostic and treatment process for TB, and why completing TB treatment is crucial. A key part of the script was its cultural relevance to these indigenous communities.

*Evaluation Criteria for Bids:* We created a rubric for the potential bidders to know what they would be evaluated on. Bids will be evaluated on a scale of 1-10 for five criteria: content, ability, cost, expected delivery date, and cost. These criteria were weighted based on their importance, with content as the most important and cost as the least. Additionally, the rubric included examples of what each score signified to ensure that all evaluators grade uniformly.